

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings of claims in the application.

**Listing of Claims:**

1 (Currently Amended) A method of searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, and/or a famous name in a Web page on the Internet, comprising:

receiving, from a user, the at least one trademark, tradename, celebrity name, and/or famous name to be searched in the Web page on the Internet;

automatically creating a search string based on the at least one trademark, tradename, celebrity name, and/or famous name entered by the user;

receiving a URL address of the Web page on the Internet to be searched;

accessing and searching contents of the Web page of the URL address received for matches in the contents of the Web page corresponding to the search string, wherein the searched contents includes elements other than only a domain name;

providing search results of identified matches in the contents of the Web page corresponding to the search string, wherein the search results are extracted from the Web page, categorized, and formatted in a report, each category including at least one character string corresponding to a number of occurrences of the identified matches within the category, the category selected from the group consisting of a meta-tag, a hidden text, a text, a title, a hyperlink, and an image text, and wherein the report displays the at least one character string; and

determining an unauthorized use of the at least one trademark, tradename, celebrity name, and/or famous ~~name~~; name.

2. (Previously Presented) The method of searching and reporting according to claim 1, wherein the at least one character string is a number of the identifying matches within the category.

3. (Previously Presented) The method of searching and reporting according to claim 1, wherein the at least one trademark, tradename, celebrity name, and/or famous name to be searched is provided in an encrypted connection authenticated by a certificate server.

4. (Previously Presented) The method of searching and reporting according to claim 1, wherein the search results highlight the at least one trademark, tradename, celebrity name, and/or famous name found in the Web page.

5. (Currently Amended) A method of searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, and/or a famous name in a Web page on the Internet, comprising:

receiving, from a user, the at least one trademark, tradename, celebrity name, and/or famous name to be searched in the Web page on the Internet;

automatically creating homonyms and phonetic equivalents of the at least one trademark, tradename, celebrity name, famous name entered by the user;

automatically creating a search string including the at least one trademark, tradename, celebrity name, and/or famous name and the automatically created homonyms and phonetic equivalents based on the at least one trademark, tradename, celebrity name, and/or famous name entered by the user;

receiving a URL address of the Web page on the Internet to be searched;

accessing and searching contents of the Web page of the URL address received for matches in the contents of the Web page corresponding to the search string, wherein the searched contents includes elements other than only a domain name;

providing search results of identified matches in the contents of the Web page corresponding to the search ~~string~~, string, wherein the search results are extracted from the Web page, categorized, and formatted in a report, each category including at least one character string

corresponding to a number of occurrences of the identified matches within the category, the category selected from the group consisting of a meta-tag, a hidden text, a text, a title, a hyperlink, and an image text, and wherein the report displays the at least one character string;

determining an unauthorized use of the at least one trademark, tradename, celebrity name, and/or famous name;

obtaining information relating to an owner of the URL address conducting the unauthorized use; and

informing the owner of the unauthorized use.

6. (Previously Presented) A system for searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, and/or a famous name in a Web page on the Internet, comprising:

a computer system having a connection to the Internet; and

a software program executing on the computer system adapted to:

receive an input from a user of the at least one trademark, tradename, celebrity name, and/or famous name to be searched in the Web page on the Internet;

automatically create a search string including the at least one trademark, tradename, celebrity name, and/or famous name based on the at least one trademark, tradename, celebrity name, and/or famous name received from the user;

receive a URL address of the Web page on the Internet to be searched;

access and search contents of the Web page of the URL address received for matches in the contents of the Web page corresponding to the search string;

provide search results of identified matches in the contents of the Web page corresponding to the search string, wherein the searched contents includes elements other than only a domain name, the search results are extracted from the Web page, categorized, and formatted in a report, each category including at least one character string corresponding to a number of occurrences of the identified matches within the category, the category selected from the group consisting of a meta-tag, a hidden text, a

text, a title, a hyperlink, and an image text, the report displays the at least one character string; and

determine an unauthorized use of the at least one trademark, tradename, celebrity name, and/or famous name.

7. (Previously Presented) The system for searching and reporting according to claim 6, wherein the at least one character string is a number of the identifying matches within the category.

8. (Previously Presented) The system for searching and reporting according to claim 6, wherein the search results highlight the at least one trademark, tradename, celebrity name, and/or famous name to be searched is provided in an encrypted connection authenticated by a certificate server.

9. (Previously Presented) The system for searching and reporting according to claim 6, wherein the search results highlight the at least one trademark, tradename, celebrity name, and/or famous name found in the Web page.

10. (Previously Presented) A system for searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, and/or a famous name in a Web page on the Internet, comprising:

a computer system having a connection to the Internet; and

a software program executing on the computer system adapted to:

receive an input from a user of the at least one trademark, tradename, celebrity name, and/or famous name to be searched in the Web page on the Internet;

automatically create homonyms and phonetic equivalents of the at least one trademark, tradename, celebrity name, and/or famous name received from the user;

automatically create a search string including the at least one trademark, tradename, celebrity name, and/or famous name and the automatically created homonyms

and phonetic equivalents based on the at least one trademark, tradename, celebrity name, and/or famous name received from the user;

receive a URL address of the Web page on the Internet to be searched;

access and search contents of the Web page of the URL address received for matches in the contents of the Web page corresponding to the search string;

provide search results of identified matches in the contents of the Web page corresponding to the search string, wherein the searched contents includes elements other than only a domain name, the search results are extracted from the Web page, categorized, and formatted in a report, each category including at least one character string corresponding to a number of occurrences of the identified matches within the category, the category selected from the group consisting of a meta-tag, a hidden text, a text, a title, a hyperlink, and an image text, the report displays the at least one character string;

determine an unauthorized use of the at least one trademark, tradename, celebrity name, and/or famous name;

obtain information relating to an owner of the URL address conducting the unauthorized use; and

inform the owner of the unauthorized use.

11. (Original) The system for searching and reporting according to claim 6, further including:

a remote computer system connected to the computer system via the Internet for accessing the software program.

12. (Previously Presented) A software program executing on a computer system for searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, and/or a famous name in a Web page on the Internet, comprising:

instructions for receiving from a user the at least one trademark, tradename, celebrity name, and/or famous name to be searched in the Web page on the Internet;

instructions for automatically creating a search string including the at least one trademark, tradename, celebrity name, or famous name based on the at least one trademark, tradename, celebrity name, and/or famous name received from the user;

instructions for receiving a URL address of the Web page on the Internet to be searched;

instructions for accessing and searching contents of the Web page of the URL address for matches in the contents of the Web page corresponding to the search string, wherein the searched contents includes elements other than only a domain name;

instructions for providing search results of identified matches in the contents of the Web page corresponding to the search string, wherein the search results are extracted from the Web page, categorized, and formatted in a report, each category including at least one character string corresponding to a number of occurrences of the identified matches within the category, the category selected from the group consisting of a meta-tag, a hidden text, a text, a title, a hyperlink, and an image text, and wherein the report displays the at least one character string;

instructions for determining an unauthorized use of the at least one trademark, tradename, celebrity name, and/or famous name.

13. (Previously Presented) The software program according to claim 12, wherein the at least one character string is a number of the identifying matches within the category.

14. (Previously Presented) The system for searching and reporting according to claim 12, wherein the search results highlight the at least one trademark, tradename, celebrity name, and/or famous name to be searched is provided in an encrypted connection authenticated by a certificate server.

15. (Previously Presented) The system for searching and reporting according to claim 12, wherein the search results highlight the at least one trademark, tradename, celebrity name, and/or famous name found in the Web page.

16. (Previously Presented) A software program executing on a computer system for searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, and/or a famous name in a Web page on the Internet, comprising:

instructions for receiving from a user the at least one trademark, tradename, celebrity name, and/or famous name to be searched in the Web page on the Internet;

instructions for automatically creating homonyms and phonetic equivalents of the at least one trademark, tradename, celebrity name, and/or famous name received from the user;

instructions for automatically creating a search string including the at least one trademark, tradename, celebrity name, search term famous name and the automatically created homonyms and phonetic equivalents based on the at least one trademark, tradename, celebrity name, and/or famous name received from the user;

instructions for receiving a URL address of the Web page on the Internet to be searched;

instructions for accessing and searching contents of the Web page of the URL address for matches in the contents of the Web page corresponding to the search string, wherein the searched contents includes elements other than only a domain name;

instructions for providing search results of identified matches in the contents of the Web page corresponding to the search string, and wherein the search results are extracted from the Web page, categorized, and formatted in a report, each category including at least one character string corresponding to a number of occurrences of the identified matches within the category, the category selected from the group consisting of a meta-tag, a hidden text, a text, a title, a hyperlink, and an image text, and wherein the report displays the at least one character string;

instructions for determining an unauthorized use of the at least one trademark, tradename, celebrity name, and/or famous name;

instructions for obtaining information relating to an owner of the URL address conducting the unauthorized use; and

instructions for informing the owner of the unauthorized use.

17. (Previously Presented) The method of searching and reporting according to claim 1, wherein the searched contents includes at least two of the following portions of the Web page: a domain name, a meta tag, hidden text, visible text, titles, and images.

18. (Previously Presented) The method of searching and reporting according to claim 5, wherein the searched contents includes at least two of the following portions of the Web page: a domain name, a meta tag, hidden text, visible text, titles, and images.

19. (Previously Presented) The system for searching and reporting according to claim 6, wherein the searched contents includes at least two of the following portions of the Web page: a domain name, a meta tag, hidden text, visible text, titles, and images.

20. (Previously Presented) The software program according to claim 16, wherein the searched contents includes at least two of the following portions of the Web page: a domain name, a meta tag, hidden text, visible text, titles, and images.

21. (Previously Presented) The method of searching and reporting according to claim 5, wherein the at least one character string is a number of the identifying matches within the category.

22. (Previously Presented) The system for searching and reporting according to claim 10, wherein the at least one character string is a number of the identifying matches within the category.

23. (Previously Presented) The system for searching and reporting according to claim 1, wherein the report displays the at least one character string in a column format for at least one of the meta-tag, the hidden text, the text, the title, the hyperlink, and the image text.

24. (Previously Presented) The system for searching and reporting according to claim 5, wherein the report displays the at least one character string in a column format for at least one of the meta-tag, the hidden text, the text, the title, the hyperlink, and the image text.



25. (Previously Presented) The system for searching and reporting according to claim 10, wherein the report displays the at least one character string in a column format for at least one of the meta-tag, the hidden text, the text, the title, the hyperlink, and the image text.

26. (Previously Presented) The system for searching and reporting according to claim 12, wherein the report displays the at least one character string in a column format for at least one of the meta-tag, the hidden text, the text, the title, the hyperlink, and the image text.

27. (Previously Presented) The system for searching and reporting according to claim 16, wherein the report displays the at least one character string in a column format for at least one of the meta-tag, the hidden text, the text, the title, the hyperlink, and the image text.

28. (Previously Presented) The system for searching and reporting according to claim 5, wherein the information relating to the owner of the URL address conducting the unauthorized use includes a name and an address of the owner.

29. (Previously Presented) The system for searching and reporting according to claim 5, wherein informing the owner of the unauthorized use includes delivering a cease and desist letter.

30. (Previously Presented) The system for searching and reporting according to claim 10, wherein the information relating to the owner of the URL address conducting the unauthorized use includes a name and an address of the owner.

31. (Previously Presented) The system for searching and reporting according to claim 10, wherein the owner is informed of the unauthorized use by delivery of a cease and desist letter.

32. (Previously Presented) The software program according to claim 16, wherein the information relating to the owner of the URL address conducting the unauthorized use includes a name and an address of the owner.

33. (Previously Presented) The software program according to claim 16, wherein informing the owner of the unauthorized use includes delivering a cease and desist letter.

34. (Previously Presented) A method, comprising:

- receiving from a user a search term comprising at least one of at least one of a trademark, a tradename, a celebrity name, and/or a famous name;
- forming a search string based on the search term;
- storing the search string in a first database;
- queuing the search string for a scheduled search;
- performing a scheduled search with at least one search engine to produce a search result comprising at least one uniform resource locator ("URL");
- storing the at least one URL in a second database;
- a crawler application retrieving the at least one URL from the second database;
- the crawler application retrieving at least one web page associated with the at least one URL;
- parsing the at least one web page to identify at least one set of information associated with the at least one web page and comprising the search string;
- storing the at least one set of information in a third database;
- identifying an owner of a domain associated with the at least one web page;
- determining whether the at least one web page constitutes an unauthorized use of the search term; and
- a report engine preparing a report comprising the at least one set of information, wherein the report details in which one or more of a plurality of portions of the at least one web page the search string appears and provides an identification of the owner of the domain associated with the at least one web page.